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PATENT APPLICATION

Docket No. 004844.00023

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| APPLICANT: | Raia et al. | EXAMINER: | Kim, S.K. |
| SERIAL NO.: | 10/730,497 | ART UNIT: | 3654 |
| FILED: | 08 December 2003 | CONF. NO.: | 2538 |
| FOR: | RETRACTABLE BADGE REEL WITH BILLBOARD DISPLAY | | |

COMMISSIONER FOR PATENTS
P.O. BOX 1450
ALEXANDRIA, VA 22313-1450
FILED VIA FACSIMILE TO: (571) 273-8300 (5 Pages)

Sir:

OFFICE ACTION RESPONSE UNDER 37 C.F.R. 1.111

In response to the Office Action dated July 14, 2005, please amend the above-identified application as described herein. Should the Examiner wish to discuss any of the amendments and/or remarks made herein, the undersigned attorney would appreciate the opportunity to do so. Thus the Examiner is hereby invited to call the undersigned, collect, at the number shown.

Respectfully submitted,



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